European Graduate Programme

www.sony.eu/egp
Sony Talent Strategy

Objective Assessment

WorkStyle

Rotations / New roles

Development through Training & Mentoring

LDP

SLDP

Executive
EGP Programme Structure

**BUSINESS EXPERIENCE**
Over the two years, our graduates rotate on two assignments taking roles in Sales Strategy, Product Marketing, Communications, Business Development, Finance...

**TRAINING MODULES**
Pan-European training modules are delivered by top management giving graduates a unique networking opportunity.

**MENTORING**
Each graduate receives a mentor from the middle management Leadership Development Programme.

**SOCIAL ENTREPRENEURSHIP**
Graduates collaborate in groups and apply their business skills making a real contribution to a social project.
Business Experience

2 x 12 months assignments

Graduates are expected to make a real contribution to the business!

Assignments in both European & local functions

Locations range from Lisbon to Istanbul!

A multitude of functions are available:
- Sales Strategy
- Product Marketing
- Communications
- Business Development
- Finance & Control
Training Modules

Understand the Value Chain components of a global digital entertainment brand!

Trainings delivered by Top Management

Case Studies prepared in virtual teams

Graduates present results to Top Management

Feedback sessions with Top Management

Unique networking opportunity
Mentoring Programme

Individual Mentoring

Informal advice & Career coaching

Matching process for each eurograd

All Mentors are part of Leadership Development Programme
Social Entrepreneurship

Eurograds collaborate in teams during the final year of the EGP to provide business expertise to social enterprises.

Application of acquired business skills to income-generating projects.

Presentation of social impact to Top Management.

Project Example: Moving The Goalposts, Kilifi district, Kenya.

“Create Business Plan to develop a social enterprise making affordable sanitary pads from locally available materials.”
EGP12 Recruitment Process

Online Application
Deadline: 15th January 2012

Situational Judgement Test
February 2012

Telephone Interviews
March 2012

Assessment Centres
April 2012

EGP12 Start!
1st September 2012